WE STARTED OUT IN 1938 AND HAVE BEEN CLIMBING EVER SINCE.

Providing the right gear and clothing for outdoor adventures is what REI has done best for nearly 50 years. Now, with the Grand Opening of our New England-area store in Reading, Mass., you can enjoy in person our knowledgeable service.

REI—Recreational Equipment, Inc.—was started in 1938 by a group of climbers who set up a cooperative venture to get the best equipment available from Europe. Today, with more than 1.8 million members, REI is the nation’s largest consumer cooperative.

Whether you’re bicycling around the block or climbing the Himalayas, REI products are the best you’ll find anywhere.

In the past four years, REI has declared patronage dividends totaling over $24 million. Just $10 buys a lifetime REI membership.

Come visit our new Reading store opening today! And let us help you climb to new heights.

Membership is not required to shop at REI, but one of the benefits is a year-round patronage dividend based on your regular-price purchases.

Stop by the Grand Opening of REI in Reading, Mass., starting April 10.